



# CAMDEN PARK STATION

## *Brand Guidelines*



# VISION

A historical icon of Outback Queensland, preserving the past and engaging all ages in the unique Australian country way of life, yesterday, today and tomorrow.

# MISSION

It is our mission to immerse visitors from Australia and around the world in the outback way of life, enabling them to live Australia's outback story on a working 18,000 acre sheep and cattle station.

From its historical significance and grandeur to the dusty paddocks and hardships of drought, the Camden Park Station experience combines proud tales from Outback Dan, the ultimate country hospitality and unforgettable sunsets over the Artesian Bore & Springs.



# VALUES

**True Grit** - Camden Park Station was opened to visitors as a means of survival after experiencing years of hardship and drought. It is this strength and fight for life that defines the ultimate outback character and is the backbone of Camden Park Station.

**Outback Pride** - Outback Dan and the Walker family are born and bred in Outback Queensland, and carry immense pride for the region and the outback way of life. It is our honour to showcase this to visitors and guests.

**Connection** - Camden Park Station not only provides a connection between city and country, but also past and present.

**Country Hospitality** - Everyone is welcome at Camden Park Station. Whether young or old, we have something to offer all visitors, including authentic country hospitality.

**Down to Earth** - Outback Dan has a cheeky, laid-back sense of humour. An outback lad who always has time for a yarn, you'll be instant mates.

**Gratitude** - From survival, gratitude is born. Camden Park Station is not only grateful to be here today, we are grateful for every single visitor who supports our station and grateful for the wonderful community we live in.

**Extraordinary** - Camden Park Station aims to give every single guest an experience they will remember and talk about for years to come. Through generosity of information, yarns, hospitality and taking the time to get to know our visitors.





## KEY MESSAGES

- Live Australia's outback story at Camden Park Station historic homestead and artesian pools, Longreach.
- Meet Outback Dan and the Walker family and visit their 18,000 acre working sheep and cattle station.
- Walk through the historical Homestead Gardens, Shearing Shed and Cattle Yards then tour the farm after a scrumptious smoko.
- Hear the tales of the Swagman's Grave and the Chinaman's Dry Bottom Well.
- Watch an unforgettable sunset over the Artesian Bore and Springs and bask in the views from Longreach's Highest Lookout.
- Walk 'The Queen's Path' where Queen Elizabeth II and Prince Phillip toured in 1970 and marvel at the oldest private ballroom in the outback.
- Book a tour of Camden Park Station now at the Australian Stockman's Hall of Fame or via Outback Aussie Tours.

## TARGET MARKETS

1. Grey Nomads - Free, independent travellers (FIT), older couples (55 years plus) from Victoria or South Australia travelling around Australia in motorhomes and caravans between March and October. Budget-conscious, seeking authenticity and value in their experiences.
2. Families - Free, independent travellers (FIT). Educated, outer suburban families, with school-aged children aged 5 to 12 years. Looking for new holiday experiences and a chance to spend quality time together. Interested in nature, meeting locals/characters, experiencing culture, heritage and history. Primarily from Brisbane but also Sydney and Melbourne.
3. Group Travellers - Travellers visiting as part of a packaged tour organised through agents such as 'Fun Over 50', or school aged children visiting as part of an excursion subsidised via the Outback Queensland Education Subsidy Scheme.



# BRAND STORY

Outback Dan is a living, breathing, tour-leading, genuine icon of Outback Queensland. Fifth generation farmer with country in his blood, true local Dan was raised and learned the ropes of farming on the family property, Camden Park Station outside of Longreach. A mere 18,000 acres. After 12 years of running his family property, unfortunately drought struck and stuck around, and Camden Park was destocked.

Outback Dan saw the potential in leveraging the history and photogenic views of the station, a place where the Queen and Prince Phillip visited in 1970 and the previous home of Sir James Walker, Dan's respected grandfather who was knighted for his service to the Longreach community in 1972. Dan and his brother opened up the property to visitors wanting to live Australia's story in Outback Queensland.

A cheeky bugger, he's as suited to serving a cuppa with scones and mingling with Outback guests as he is to feeding and mustering a herd of cattle or sheep. Outback Dan is not just a grazier. He's a pioneer, an innovator and an outback character.



# COPY BLOCKS

## 50 words

Live Australia's outback story on a tour of Camden Park Station.

Meet Outback Dan and the Walker family and visit their working sheep and cattle station that hosted the Queen and Prince Phillip.

Walk through the historic homestead gardens, shearing shed and cattle yards then enjoy a scrumptious smoko overlooking the Artesian bore and springs.

## 100 words

Live Australia's outback story on a tour of Camden Park Station. Meet Outback Dan and the Walker family and visit their 18,000 acre working sheep and cattle station.

Walk through the historical homestead gardens, shearing shed and cattle yards then tour the farm after a scrumptious smoko. Hear the tales of the swagman's grave and the Chinaman's dry bottom well.

Watch an unforgettable sunset over the Artesian bore and springs and bask in the views from Longreach's highest lookout. Walk 'the Queen's path' where Queen Elizabeth II and Prince Phillip toured in 1970 and marvel at the oldest private ballroom in the outback.

Book a tour of Camden Park Station now at the Australian Stockman's Hall of Fame or via Outback Aussie Tours.

## 200 words

Live Australia's outback story on a tour of Camden Park Station. Meet Outback Dan and the Walker family and visit their 18,000 acre working sheep and cattle station.

Walk through the historical homestead gardens, shearing shed and cattle yards then tour the farm after a scrumptious smoko.

Visit the unknown swagman's grave, of a young man who set out for Camden Park Station looking to make his own opportunities, but unfortunately never made it.

Bask in the picturesque Artesian spring and bore, enjoy a delicious smoko afternoon tea, and take in the 360 degree views without a man-made structure in sight from Longreach's highest lookout.

Visit the historic 'dry bottom' Chinaman's well that was built following the gold rush.

Walk the path of Queen Elizabeth II and Prince Phillip from their 1970 visit and marvel at the oldest private ballroom in the outback, built in 1927 of Jarrah wood and featuring an exquisite chandelier.

Visit the unknown swagman's grave, of a young man set out for Camden Park Station looking to make his own opportunities, but unfortunately never made it.

Book a tour of Camden Park Station now at the Australian Stockman's Hall of Fame or via Outback Aussie Tours.



# OYC LOGO AND TYPEFACE

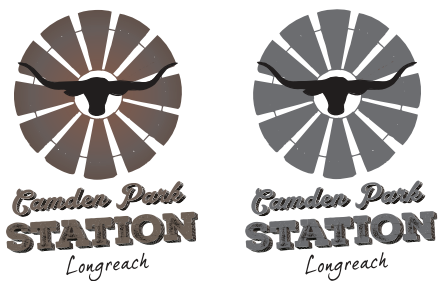
## LANDSCAPE LOGO

For use on stationery and formal documents.



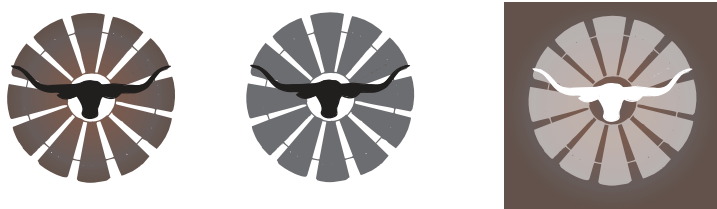
## PORTRAIT LOGO

For use in creative applications including layering on photos.



## STAMP / SYMBOL

For use in informal settings eg. social media, as well as apparel and merchandise.



## HEADING FONT

**NEXA RUST SLAB BLACK**

**A B C D E F G H I J K L M N O**

**P Q R S T U V W X Y Z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**1 2 3 4 5 6 7 8 9 0**

**! @ # \$ % ^ & \* ( ) \_ - + = ~ ` ; : " ' < > , . ? / \ |**

## SUB HEADING FONT

*Nexa Rust Script B*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

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## TEXT FONT

Raleway Regular

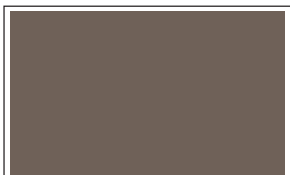
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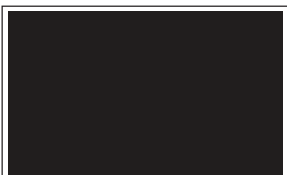
# OYC COLOURS AND DESIGN ELEMENTS



**EARTHY BROWN**  
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**GOLDEN SUNSET**  
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#F38D22



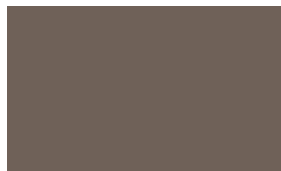
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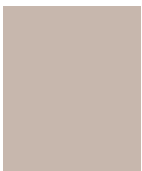
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CMYK: 40, 42, 47, 5  
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CMYK: 22, 25, 29, 0  
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CMYK: 27, 72, 100, 20  
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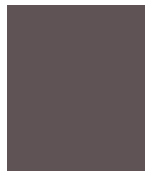
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CMYK: 59, 60, 53, 30  
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CMYK: 45, 48, 41, 6  
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